

## Message Text

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67

ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 AID-05 CIAE-00 EB-07 FRB-01

INR-07 NSAE-00 USIA-15 TRSE-00 XMB-04 OPIC-06 SP-02

CIEP-02 LAB-04 SIL-01 OMB-01 /066 W

----- 091030

R 272001Z MAY 75

FM AMEMBASSY BOGOTA

TO SECSTATE WASHDC 8845

INFO AMCONSUL CALI

AMCONSUL MEDELLIN

UNCLAS BOGOTA 4839

EO 11652: NA

TAGS: BGEN CO

SUBJ: COMMERCE ANTI-RECESSION EXPORT CAMPAIGN

REF: STATE A-2778

1. REFAIRGRAM RECEIVED HERE AFTER MAY 9 REPORTING DUE DATE AND WELL AFTER FY 1976 COUNTRY COMMERCIAL PROGRAM HAD BEEN PUT IN FINAL FORM.

2. FORTUNATELY, OUR FY 1976 CCP CAMPAIGNS FOCUS ON A NUMBER OF THE RECESSION HIT CAPITAL GOODS INDUSTRIES WITH EXPORT POTENTIAL. MAJOR CAMPAIGN EFFORTS ARE PLANNED FOR ENERGY SYSTEMS, AGRICULTURAL EQUIPMENT AND PETROCHEMICAL EQUIPMENT. GENERAL INDUSTRIAL EQUIPMENT CAMPAIGN INCLUDES TEXTILE MACHINERY, METALWORKING MACHINERY AND THE AUTO SERVICE INDUSTRY. SPECIFIC LINES OF ACTION INCUDE ORGANIZATION OF FOREIGN BUYERS GROUPS TO SEVERAL US SHOWS/EXPOSITIONS, AN EMBASSY - ORGANIZED PAVILION IN THE XITH BOGOTA INTERNATIONAL FAIR (JULY 1976) AND THE CONSULATE SPONSORED TRADE PROMOTION ACTIVITIES IN CALI AND MEDELLIN. ALSO, WE UNDERSTAND THAT COMMERCE MAY SPONSER ONE CATALOG SHOW AND ONE TRADE MISSION TO COLOMBIA, THE THEMES OF WHICH WOULD TEND TO SUPPORT RECESSION HIT INDUSTRIES WITH EXPORT POTENTIAL.

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3. WE ALSO PLAN AN ACTIVE PROGRAM OF MARKET RE-  
SEARCH

DURING FY 1976. IN ADDITION TO HANDLING WASHINGTON-ASSIGNED  
PROJECTS, EMBASSY'S MARKET ANALYSIS UNIT SCHEDULED TO INITIATE  
AND COMPLETE DESK SURVEYS AND IN DEPTH REPORTS ON A NUMBER  
OF TOPICS SUCH AS METALWORKING MACHINERY, TV BROADCASTING  
EQUIPMENT, ELECTRONIC PRODUCTION AND TEST EQUIPMENT, TEXTILE  
MACHINERY AND COMMUNICATIONS EQUIPMENT. WE SUGGEST THAT COPIES  
OF THESE SURVEYS BE MADE AVAILABLE TO APPROPRIATE COMPANIES  
IN THE US.

4. WE BELIEVE THAT CAMPAIGNS OUTLINED IN FY 1976 COUNTRY  
COMMERCIAL PROGRAM, COMBINED WITH MARKET RESEARCH EFFORTS, WILL  
LEAD TO SOME EXPANSION OF US SHARE OF COLOMBIAN CAPITAL GOODS  
MARKET. MUCH, HOWEVER, WILL DEPEND ON THE TIMING AND THE EXTENT  
TO WHICH COLOMBIA RECOVERS FROM ITS OWN RECESSION.  
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## Message Attributes

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**Capture Date:** 01 JAN 1994  
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**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Decaption Date:** 01 JAN 1960  
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**Reference:** 75 STATE A-2778  
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**Review Comment:** n/a  
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**Review Date:** 29 JUL 2003  
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**TAGS:** BGEN, CO  
**To:** STATE  
**Type:** TE  
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